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Samuel Newsom Dahlia Farm

Napa

California



Beautiful "Seal's Californian"

1931



Glorious New "Shahrazad."

Note huge size and cane-like stems.
[description on page 5]

Samuel Newsom Dahlia Farm

Napa, California



A Paradise for Dahlia Enthusiasts

Part of our field in late Autumn



General View of Our Farm

The soil is rich river-bottom loam, and the creek among the trees in the back ground furnishes an unlimited supply of water

Samuel Newsom Dahlia Farm



One of the West's largest growers of dahlias, situated in the beautiful Napa Valley, famous for its wonderfully fertile soil and invigorating climate.

From the middle of August until November, our large field is a glorious mass of color, well worth a special trip for every flower lover. Here you will see our famous, prize-winning introductions, and the very best of the newer varieties of Eastern and Western origination.

The past season has been most satisfactory, as due to our favored location and inexhaustible water supply, our dahlias grew and bloomed beautifully, surpassing anything we have ever had before.

We were equally successful at the shows, winning First Prize for all of California at our 1930 California State Fair at Sacramento, against strong competition, and also fourteen prizes, including six First Prizes and a gold trophy cup, at the recent Palace-Hotel Show.

This present catalog has been differently arranged to keep in step with the latest dahlia developments, many fine new varieties being added, and older ones discarded. "Your success is our aim", and in keeping with this slogan, we are trying to present only the very best and most reliable of the many new dahlias offered.

We greatly appreciate your loyalty, and will do all in our power to warrant your continued confidence. We are here to serve you and are very glad to help in every way to make your dahlia growing more successful.

Letters are always welcome, so don't hesitate to write and ask for any information you may desire.

With best wishes for a most successful season for 1931, I am,

Your dahlia friend,

SAMUEL NEWSOM

New Dahlias of Our Own Origination

- **ALLADIN.** Formal Decorative—(Newsom-1931) Who has not heard of Alladin and his wonderful lamp? This year we are naming our new introductions for such well known characters of the ever popular "Arabian Nights," and Alladin heads the distinguished company. A most beautiful tall new variety of pale, yellow gold, shading to a deeper gold and amber at the tips of the petals. The stems are like



"ALLADIN." Large, bright and beautiful.

canes and hold the large blooms absolutely erect, so they look one squarely in the face. We sometimes call this variety "Tall Seal's Californian", as it greatly resembles that variety, but is much taller and the flowers are of a tighter formation. Price per strong field grown divided root \$10.00.

- **ALI BABA.** Informal Decorative—(Newsom—1931). A most appropriately named new variety. You remember the story, the cave, treasure, and fate of the forty robbers, as they hid in the jars, and the final prosperity of Ali Baba—This new introduction is of a deep rich red, with an orange suffusion, each petal being tipped and veined with gold. The flowers have great substance and depth, and each gold-tipped petal adds a really beautiful touch. Stems are perfect—absolutely stiff and strong, holding the large, deep blooms proudly above the medium tall, vigorous plant. Ali Baba will be a treasure in your garden. Price per strong, field grown, divided root \$10.00.

- **JULLINAR.** Formal Decorative—(Newsom-1931). Named for the heroine of that fascinating tale of "Jullinar of the Sea." A lovely new dahlia

of the softest pastel shadings. Lavender, heavily striped and shaded with pink, darker and larger than Barbara Wear. Jullinar bears immense flowers on perfect stems five feet long, with hardly any disbudding. The very strong bushes are tall, and covered at all times with these beautiful blooms. Everyone likes Jullinar, and I am sure you will also. Price per strong, field grown, divided root \$15.00.

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New Dahlias of Our Own Origination



"Jullinar"

Showing length of stem to first bud.

◦ **ORIENTALE.** Formal Decorative—(Newsom-1931) Occasionally, perhaps, over your radio, or at the concert you will hear the enchanting strains of Cui's "Orientale", bringing before you visions of all the luxuries of the East. The dahlia, *Orientale*, expresses these same feelings in color, with its rich, warm voluptuous, oriental tones of deep glowing orange, and hints of amber at the tips of the petals. Borne proudly on the ends of long rigid stems, these large, showy blooms can be seen all over the garden, and fairly gleam with subdued light as the sun strikes them. The bushes are very tall and vigorous, with rich dark green foliage. *Orientale* will delight you. Price per strong, field grown, divided root \$15.00.

◦ **PRINCE OF PERSIA.** Informal Decorative—(Newsom-1931) Without exception the very finest red dahlia we have ever originated. New, different, and unbelievably beautiful. The immense flowers, frequently a foot in diameter, are of the deepest, most iridescent, rich glowing crimson, like the petals of a rose, rather than a dahlia; of great depth and substance, and carried perfectly erect on exceptionally long stiff stems. The bush is of a most vigorous growth and very tall, so that the *Prince of Persia* looks down on the average dahlia in a truly royal manner. This dahlia undoubtedly will be extremely popular as it has every good trait. Stock exceedingly limited. Price per strong, field grown, divided root \$25.00 net.

◦ **SHAHRAZAD.** Informal Decorative—(Newsom-1931) Occupies the same position in a deep pink as Mrs. Alfred B. Seal and *Prince of Persia* do in their shades. A gorgeous new variety that cannot fittingly be described. The flowers are easily grown to a foot in diameter, with great substance and depth, and are carried absolutely erect and straight on rigid, cane-like stems. We call *Shahrazad* our deep pink *Jane Cowl*, and it resembles this beautiful dahlia in many ways. The bush is tall and exceptionally vigorous. Named for the queen in the "Arabian Nights", it expresses pride and every queenly attribute. Stock very limited. Price per strong, field grown, divided root \$25.00 net. (See illustration on page 1.)

New Dahlias of Our Own Origination



"Sindbad of the Sea." Deep flaming scarlet,
stands out boldly in the garden

tall bushes are always in bloom. The stems are absolutely perfect and hold the immense flowers proudly erect. Price per strong, field grown, divided root \$15.00.

◦ SINDBAD OF THE SEA

Formal Decorative—(Newsom-1931) The last on our "Arabian Nights" list, and one of the most popular of all. A huge, perfectly formed flower of vivid scarlet, a trifle darker than Tommy Atkins, and very much larger and more beautiful. A free bloomer that needs very little disbudding. The medium tall bushes are always covered with large, perfect blooms on absolutely cane-like, stiff stems. The flowers look you right in the face, and last for days when cut. Sindbad of the Sea is going to prove a most valuable addition to any collection. Price per strong, field grown, divided root \$15.00.

A Fine New Dahlia by Mr. Mawson

◦ CAPRICE.

Informal Decorative—(Mawson-1930) Winner of the Achievement Medal, offered by Doubleday, Doran & Co. at the annual exhibition of the Dahlia Society of California, San Francisco, California, 1930, and also of two gold medals at the Recent Palace Hotel Show of the Dahlia Society of San Francisco. A Huge decorative of the same shades as Ambassador, soft yellow, with salmon, amber and pink shadings, gradually deepening toward the tips of the petals. The medium

bushes are always in bloom. The stems are absolutely perfect and hold the immense flowers proudly erect. Price per strong, field grown, divided root \$10.00.

DAHLIA ROOTS AS GIFTS

Dahlia Roots make ideal gifts for garden loving friends. We issue attractive gift certificates in any amount desired, and these can be presented at any time. Why not solve your gift problem in this easy and most satisfying manner? The guaranteed roots will be forwarded, carefully packed, postage paid, at the proper time for planting.

New Classification of the Dahlia

The American Dahlia Society has adopted a new classification of dahlias, to help simplify the present rather confusing method. The word "Hybrid" has been done away with, and "Semi" substituted as giving a more accurate description.

The following are the new classifications of the varieties listed in this catalog:

INCURVED CACTUS

Fully double flowers with the margins of the majority of the floral rays revolute for one-half or more of their length. The floral rays tending to curve toward the center of the flower. For example, F. W. Fellows, Silverado.

RECURVED AND STRAIGHT CACTUS

Fully double flowers with the margins of the majority of the floral rays revolute for one-half of their length or more, the floral rays being recurved or straight. For example, Ambassador.

SEMI-CACTUS

Fully double flowers with the margin of the majority of the floral rays revolute for less than one-half of their length. For example, Edna Ferber, Claire Windsor.

FORMAL DECORATIVE

Fully double flowers, floral rays generally broad, either pointed or rounded at tips, with outer floral rays tending to recurve and central floral rays tending to be cupped; all floral rays in a somewhat regular arrangement. For example, Regal, Sagamore, Mrs. I. de Ver Warner.

INFORMAL DECORATIVE

Fully double flowers, floral rays generally long, twisted or pointed and usually irregular in arrangement. For example, Jane Cowl, Mrs. Alfred B. Seal.

POMPON DAHLIAS

Fully double flowers, ball shape or slightly flattened, floral rays in spiral arrangement, blunt or rounded at tips and quilled or with markedly involute margins, two inches or less in diameter.

As dahlia tubers are really roots, it has also been decided to call them roots—their proper name—in the future.

Upon receipt of the names and addresses of your flower loving friends, we will be pleased to send them a copy of this catalogue.

The Dahlia Society of San Francisco

We extend a cordial invitation to all who are interested in dahlias to join the Dahlia Society of San Francisco.

The dahlia bulletins that are issued several times a year are full of interesting dahlia news. Yearly dues, \$2.00.

Please address all correspondence to

SAMUEL NEWSOM DAHLIA FARM, NAPA, CALIFORNIA

General List of Dahlias — Novelties and Standards



A few Aibonita blooms. Aren't they lovely?

◦ **AIBONITA.** (O h, h o w beautiful)—Formal Decorative—This is one of our largest originations. An immense flower of a lavender or violet pink, shading to white, with a rich golden yellow at base of petals. The formation is unusual, owing to the great depth and fullness of the flower. The long stems hold the huge blossoms high above the foliage, producing an extremely showy effect. Root \$1.00.

ALBERT H. VESTAL. (Eastman)—Informal Decorative—A very large flower of glowing old rose suffused with a reddish amber. Without forcing this dahlia will grow to nine inches and over, and hold its size the entire season. The stems are excellent and long, the bush exceptionally strong and sturdy. A fine new dahlia we are glad to catalog. Root \$7.50.

◦ **AMBASSADOR.**
—Straight Cactus—One of the most sensational varieties ever originated, and a general favorite. In formation it resembles a huge sunburst. Its color is soft yellow, with salmon, amber and pink shadings, gradually deepening toward the tips of the petals. The flowers are of the largest size, and are held perfectly erect on extra strong stems. This wonderful dahlia was

\$50.00 a root when first introduced by Mr. Broomall. Our stock is the prize winning strain, and is guaranteed to be full-flowered with perfect centers. Root \$1.00.

◦ **AMUN RA.** Informal Decorative—An immense decorative of gorgeous shades of copper and orange. The stems are wonderful—erect and stout and hold the immense blossoms well above the strong, vigorous plant. The blossoms keep for days when cut and last indefinitely on the bush. Root \$1.00.

◦ **ANN RUTLEDGE.** Semi-Cactus—This origination of Dr. Luther Michael is of a glowing cerise rose shade with mallow pink reverse. The splendid petal formation with just a half curl makes it an aristocrat. Unusually great depth of bloom combined with a diameter which will put it in the class of "largest blooms", and this combination on a cane stem entirely rigid and long has been the reason for the flower getting into the "Medal Class" at its first showing. Ann Rutledge is sometimes described as a hybrid decorative, due to the unusual form, which actually puts this charming new bloom (named after the sweetheart of Abraham Lincoln) into a class of its very own. Root \$5.00.

General List of Dahlias — Novelties and Standards



"Barbara Wear"

One of our best varieties. Beautiful under artificial light.

have great depth. The stems are perfect, the bush of a medium height with rich glossy foliage; we like Bethel's Beauty immensely. Root \$3.50.

- **BOB BARKER.** (Goodacre) Formal Decorative—A fine flower on a perfect stem of splendid length. The color is bright, rose pink, with gold base, and shafts of gold appear on the surface of the petals. People walk up to it and say, "I like this." Root \$4.00.

BROCKTON BEAUTY. (Carver)—Formal Decorative—A very large flower which commands attention when seen growing in the garden. A profuse bloomer of great depth and size, flowers remain large all through the season, being as large at the end of the season as when they start blooming. Color is a pinkish lavender shading to creamy white center, with reverse of petals pinkish lavender. A wonderful keeper with a fine stiff stem holding the flowers well above the foliage. Root \$3.50.

○ **BARBARA WEAR.**

(One of our most popular originations.)—Informal Decorative—There are many lavender and pink dahlias, but none of them can compare in softness and beauty of pastel blending to Barbara Wear. The color is very difficult to describe, as it is so blended and shaded, but in general it may be said to be an exquisite pinkish lavender, growing lighter toward the ends of the petals. It is a distinct combination, being quite different from Ellinor Vanderveer or Faith Garibaldi. The petals are more rounded, and not quite so regular, with a most artistic twist to some of them. The stems are absolutely stiff and exceptionally long, and the bush will have from six to a dozen blooms at one time. One of our best cut flowers, and well deserving of the Achievement Medal it won three years ago, for the finest introduction West of the Rockies, never before exhibited. Since that time it has been a very steady prize winner, and makes one of the very best commercial flowers we have ever grown. We sell a great number of Barbara Wear each year, as everyone likes it. Root \$3.50.

BETHEL'S BEAUTY.

Informal Decorative — A new Western novelty of Chas. Billington's that is really fine and distinctive. The flowers are large, of a deep lavender color and

General List of Dahlias — Novelties and Standards

- **CALIFORNIA SUNSHINE.** (Doolittle) Formal Decorative—A bright new dahlia with every good habit. The large flowers are of lively light flame color, with a golden suffusion. It is a good strong grower with exceptionally desirable stem. Root—\$2.50.
- **CALIFORNIA SUPREME.** (Doolittle) Formal Decorative—One of Mr. Doolittle's finest 1929 introductions. A great glorified "Pride of California" in a similar tone of crimson with a deep rich cherry red. Vigorous, strong, beautiful, with strong upright stems. Root—\$7.50.
- **CALISTOGA.** (One of our 1930 Introductions) Informal Decorative—We named this dahlia for a very beautiful town at the head of Napa Valley. Calistoga is noted for its wonderful geysers and hot springs, and its beautiful location, at the foot of historic Mount St. Helena, of Robert Louis Stevenson fame. Somehow, this dahlia just seemed most appropriate in color, the large flowers being of absolutely pure, pale gold, while the reverse of the petals have slight pinkish amber cast, the whole effect being one of great beauty, suggestive of California sunshine on a hazy Autumn day. The bushes are tall, with long, handsome foliage, and the stems are



Always Popular "Ambassador." We can hardly grow enough of this great dahlia. [Description on page 8]

perfect, holding the blooms proudly above the bush. Calistoga will undoubtedly do beautifully throughout the East as it seems to enjoy hot weather, and lasts well when cut. Root \$5.00

- **CALIZONA.** (Broomall-Success.) Formal Decorative—Deep, rich yellow, the large flowers of very distinct shape, stand out boldly on splendid strong stems, making it one of the most conspicuous dahlias in our garden as the bushes grow very tall. Root \$1.50.

CALUMET. Formal Decorative—One of the finest cut flower varieties we have in the garden. We have a long row of these and they are as regular as a seven foot fence, and just covered with large, long-stemmed, perfectly formed flowers of Chamios and gold. All season long they have bloomed, and are still beautiful, although it is now almost November, as this is being written. Calumet is exceptionally sturdy and easy to grow, and we take great pleasure in recommending it. Root \$2.00.

- **CHARLOTTE LAFRENZ.** Informal Decorative—(One of our most beautiful 1928 Introductions.) A new art decorative of immense size, and in color a blending of the always popular gold shades, the perfectly formed center being a bright gold, shading to a rich apricot in the outer petals. The center is very full and the blossom is high on a long stiff stem above the foliage. To see the tall bush in full bloom is a beautiful sight, as the flowers

General List of Dahlias — Novelties and Standards

are held so proudly erect and have such an artistic formation and wonderful coloring. Root \$3.50.

CITY OF LAWRENCE. Informal Decorative. A good medium-sized yellow decorative for the garden or for cutting. Stems are fine and bush always covered with blooms. Root \$1.00.

CITY OF TRENTON. (Prentice-Fisher and Masson)—Informal Decorative—A large exhibition decorative borne erect on top of cane-like stem. An autumn colored Dahlia defying adequate description. The face of petals a rich glowing tangerine, reverse crushed strawberry red. The petals curl gracefully giving a two-tone effect and creating an impression of whorls of tongues of flames radiating from a full center. Root \$5.00.

◦ **CLAIRE WINDSOR.** (Dane.) An excellent pure white Semi-Cactus, with all good traits. As a cut flower it is unexcelled, the stems are perfect, long and strong, and the tall bush is continually covered with the large, perfectly formed flowers. Claire Windsor is an improved Gladys Sherwood, and will also do well where the weather is warm. The bush is very tall and hardy and is always covered with blooms. Root. \$2.00

DERRILL W. HART. Informal Decorative—Considered by many growers to be one of Mr. Broomall's greatest originations, anyway it was good enough to win many high honors in the keenest competition and found a place on the Roll of Honor by Mr. Derrill W. Hart. Color, sapucine yellow shading to grenadine red, in cold weather almost a copper color. The large well-formed blooms are held erect on long stiff stems. Universally admired by all who saw it. Root \$5.00.



"Doris Fellows" A most desirable new variety.
Very vigorous and large.



Artistic "Doris Canney"
[Large bloom facing front]

◦ **DORIS CANNEY.** (One of our 1928 Introductions.) A fine new Informal decorative of a rich golden apricot coloring. The blooms are huge and of great depth and are carried on strong stems above a most attractive bush, the foliage of which is exceptionally dark green. A great exhibition variety as the flowers are always perfect and large and have excellent keeping qualities, thriving well in hot weather as this dahlia has been tried out in the East and South and fine reports have been received concerning it. Root \$2.50.

DORIS FELLOWS. (Fellows) Formal Decorative—A very fine new introduction that we are proud to add to our catalog. The fine, large, perfectly

General List of Dahlias — Novelties and Standards

formed flowers of pale yellow, shaded to salmon at the tips of the petals are carried on absolutely stiff stems. When the medium tall bush is in full bloom, it looks like a large bouquet. Root \$7.50.

EDITH BERYL. Informal Decorative—The Dahlia that is different. Color, jasper pink and picric yellow. Jasper pink reverse, showing strong in the high full center. Blooms, large and deep, held on the very best of stems. Plant growth and foliage ideal. A prize winner and fine for commercial use. Root \$1.00.

EDNA FERBER (Eastern Novelty.) A magnificent Semi-Cactus. One of the finest ever produced. The coloring of this fine dahlia is very pleasing—a glistening coral shading to old gold on face of petals. Its immense blossom is held high above the bush which is of medium growth with exceptionally fine stems. This dahlia is one of Fisher & Masson's finest creations which is a recommendation in itself. Root \$3.50.



"Elite Glory"

One of our favorites - it always compels admiration

ELITE GLORY. Formal Decorative—This novelty of W. W. Kennedy & Sons is a monstrous flower of a brilliant rich red without any apparent purple or maroon shadings. The blooms and foliage are gigantic in size, and is regarded as a "break" in the dahlia world and cannot be surpassed for spectacular effect, causing a sensation not only in our garden but when we exhibited it at the recent Palace Hotel Show, where it won First Prize for the "Best Red Dahlia". Root \$2.00.

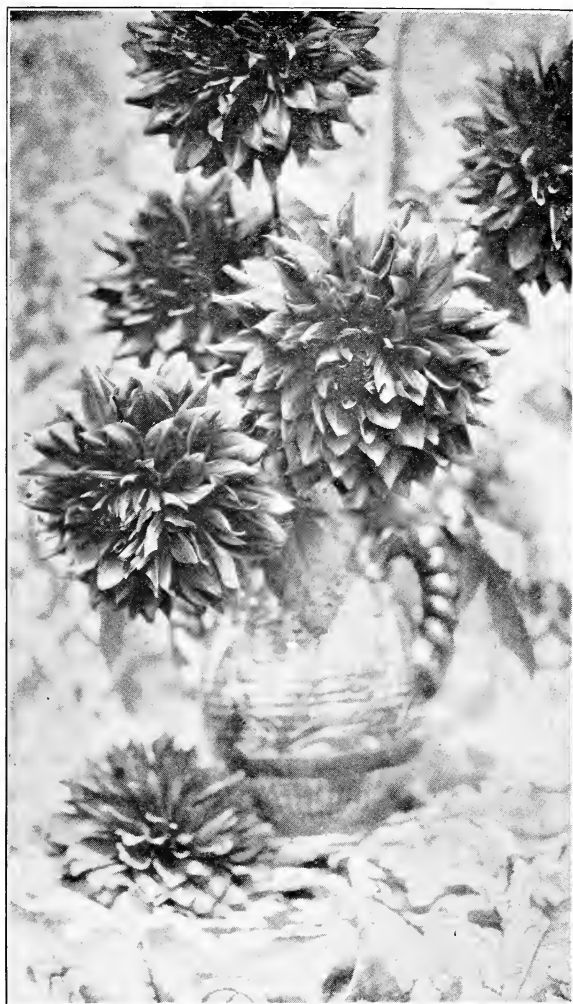
o **ELLINOR VANDERVEER.**

Formal Decorative—One of our originations that has been a great success and prize winner throughout the country. An incomparable dahlia of exquisite beauty and great size. The large blossoms of glowing, satiny rose pink are of great depth and substance and are held far above a tall sturdy bush on exceptionally long, stiff stems. There is no surplus leafage and with ordinary disbudding every flower is perfect. This dahlia is said by many to be the best California dahlia ever put on the market. Root \$1.00.

o **ELVIRA MUELLER.**

Very different, both in color and formation. A huge Semi-cactus dahlia of deepest maroon, with finely divided petals of great length. The blooms are immense,

General List of Dahlias — Novelties and Standards



A vase of "Eshcol."
The color is most unusual

is so rich in color. The flowers are held erect on good stems above a medium tall, healthy bush. The foliage has a lustrous sheen, and is darker than the average, completing an effect of beautiful colors and striking appearance. There is no other dahlia with the colors of Eshcol, and it will be a fine addition to any collection. Strong field grown, divided roots. \$10.00.

- **EUGENIA.** Novelty of Barker Dahlia Gardens. A large, perfectly formed Semi-cactus dahlia of rare coloring. The blossoms are of deepest old rose, suffused with gold, with a golden sheen over all the petals. The plants are tall, very gracefully formed, and the stems are perfectly erect and strong. We have no other Hybrid cactus of this coloring, and are glad to add it to our collection. Root \$2.00.

retaining their size even without disbudding. The stems are perfect, carrying the flowers absolutely erect. Root \$2.00.

EMPEROR. Formal Decorative Not a new dahlia, but one of the best in its class. The large flowers are of royal purple, on long stiff stems, and the bush is very vigorous and tall, quite like the growth of Calumet, or Black Jack. Emperor is one of the Marean dahlias, and was quite expensive when first introduced. Root \$1.00.

◦ **ESHCOL.** One of our most gorgeous 1930 introductions—Formal Decorative—This dahlia was originated by Mr. and Mrs. J. C. Fawver, ardent dahlia enthusiasts, at their beautiful country home, six miles north of Napa. Eshcol, as you know, signifies land of plenty, and is the name of the Fawver ranch, almost three hundred acres of vineyard, most beautifully situated, with many huge valley oaks, scattered about it and the rugged California hills in the distance. The dahlia Eshcol is a beauty. In color it is a most strikingly handsome, dark, rich, velvety, reddish bronze, deeper by far than Amun Ra, and reminds one of all the deeper Autumn shades on maple trees, though it is possibly darker even than that. The reverse of the petals is a dark reddish, wine-color, maroon, which adds great depth and character to the whole flower, as the center

General List of Dahlias — Novelties and Standards

EVA L. QUADLING. (American Dahlia Farms) Informal Decorative—A huge low-growing rich, deep red variety with fine strong stems. Most attractive in our garden this year. Every one liked it. Root \$3.50.



"Faith Garibaldi" Fine for Garden and Exhibition

◦ **FAITH GARIBALDI.** (B o s t o n) — Formal Decorative—A flower of great substance and of perfect formation. It does not require heavy disbudding for immense blooms. The stem is exceptionally strong and carries the flower high above the foliage. The blossoms last indefinitely on the bush and nearly a week in the house. This dahlia has won prizes in many different parts of the country. Root \$1.00.

◦ **FRANCESCA.** Informal Decorative—(Introduced by Mr. Davis of Chageda Gardens)—One of the most beautiful and consistent bloomers we had in our entire garden. The flowers are huge, and stay huge all Summer long. The color is a most beautiful old rose, suffused with gold, and the petals are twisted in a very beautiful and artistic fashion. The stems are long and perfect, and the bushes are very tall and vigorous. Francesca has every good point, and we cannot recommend it too highly. Root \$2.50.

FRANK MILLER. (Burch) Formal Decorative. An especially fine new dahlia of large size, carried on unbelievably long strong, erect stems. The originator says they grow like corn stalks. This variety has been a great prize-winner ever since its introduction and has done beautifully in our garden. Root \$7.50.

◦ **FRANK PELICANO, JR.** Formal Decorative—(1928 Introduction originated by Mrs. C. Christensen.) A dahlia that can be grown to an immense size. In color, amber shading to gold in the center—like a glorious sunburst. The immense blooms have deep petals and are held high on long stems above a tall, strong growing bush. Its great size and beauty made this dahlia an attraction in our garden. Root \$3.00.

◦ **GLADYS ROLANDS.** Formal Decorative—(One of our 1927 introductions.) A lovely flower of an extremely odd and beautiful coloring. The base color is lavender, but this is almost hidden with a heavy suffusion and veining of reddish purple. The stems are perfect and hold the large, very deep blossoms proudly erect on a tall, well branched plant. We have had excellent reports of this dahlia from all parts of the country. Root \$1.00.

HARRY MEYER. Formal Decorative—After growing this Dahlia last year we have boosted it to all Dahlia lovers. The large bloom often was 10 inches and over and carried facing perfectly erect looking you straight in the eye, and you simply have to stop and admire it. The color is very attractive, pale rosane purple. The habits of the plant are splendid, with that very dark green foliage we all so much admire, with stems carrying the massive flowers erect high above the foliage. Root \$3.50.

◦ **HATHOR.** Formal Decorative—(One of our finest Introductions.) A dahlia of most vivid Oriental colorings and of the lure of far off places. The predominating color is flame, not red, but verging on deep crimson, orange and all those colors seen in glowing embers. Hathor was the Egyptian Goddess of love, mirth and joy, and this dahlia fittingly symbolizes these qualities. The formation of this large and

General List of Dahlias — Novelties and Standards

attractive dahlia of good substance is always perfect and the stem exceptionally fine and stiff, holding the bloom erect. We have had glowing reports of the success of Hathor from different parts of the country, many writing how pleased they were, with its rich, new and distinctive color. One wrote that "Hathor was a glorious flower to use with autumn foliage"; others: that "it was the most beautiful dahlia they had ever seen"; "when shown in several collections it was always one of the outstanding varieties"; and many more reports from pleased customers. Hathor is in the 1929 Roll of Honor, dahlias of Special Merit throughout the country, which is a recommendation of the highest source. Hathor is one of the best sellers in our catalog, ranging with Ellinor Vanderveer and other leading varieties. The colors are so gorgeous that people can't resist buying it. Root \$2.00

- **HAWAIIAN NIGHTS.** Informal Decorative—One of our best 1930 introductions. Several years ago I had the great pleasure of visiting the Hawaiian Islands, and as the ship approached the island of Hawaii, and night fell, in the distance could be seen a great pillar of fire, extending far into the sky, over the far off crater of the active volcano. It was really a reflection of the molten lava on the clouds above, but from where we were it looked like a great forge glowing with the fiercest heat. Hawaiian Nights has all these colors. It is a most intense scarlet, with an orange suffusion. The reverse of the petals are striped with gold, and much of this shows toward the center of the flower. The blossoms are huge, and very deep, and the stems are absolutely stiff and strong. The foliage of Hawaiian Nights is very finely cut, resembling the Hawaiian tree ferns in its beauty. Everyone admires this dahlia, and it should do well everywhere. The bushes are very vigorous and of medium height. Price per strong, field grown divided root—\$7.50.

- JANE COWL.** Informal Decorative—A 1928 Eastern Novelty originated by Mr. Downs that has been a sensation wherever shown. One of the finest prize-winning dahlias to date, its great beauty attracting the attention of everyone. A massive deep decorative with petals curled and twisted. Color a glistening bronzy buff and old gold blending to a deeper shade toward center of the flower, reverse of petals a pale flesh color, giving the flower as a whole a warm glow. A stem of unusual strength holds this giant decorative erect over a plant of ideal growth, foliage thick and leathery. Jane Cowl was a beauty in our garden this year. We are proud to announce that we won First Prize with twenty-five of this variety, at the recent Palace Hotel Show. Root \$4.00.



Incomparable "Jane Cowl" has every good quality

- JERSEY'S IDEAL.** Formal Decorative—This novelty of W. H. Waite's scored very high in the Eastern Shows. The color of this magnificent dahlia is best described as lavender pink, although sometimes it is clear lavender. The flowers are borne face up on top of the stems and the long petals folding down and making a very deep flower. Vigorous grower and free bloomer on an ideal stem. Root \$1.00.

- **JOVE.** (A novelty of Mr. C. W. Ballay's)—Formal Decorative—A beautiful bronze pink, the

General List of Dahlias — Novelties and Standards

flower is very large with good substance and can be grown as the largest dahlia in the Show. The stem is the best possible, being long, strong and straight. This is an exceptionally fine dahlia and attracted much attention in our garden. Root \$2.00.

- **JUDGE LEON MC CORD.** Formal Decorative—(Novelty of Bessie Boston's.) A remarkably handsome dahlia. The petals are yellow, veined with a reddish lavender, the tips of the petals having most color. The full, perfect center is much deeper in tone than the rest of the flower. From a little distance, the colors blend perfectly, and the flower assumes a rich light oak shade, deepening toward the center. Stems are fine and the bush medium tall. Root \$10.00.

JUNE FELLOWS. (Fellows)—Formal Decorative—Another new variety we can highly recommend. The flowers are large, carried on good strong stems, and have perfect form. The color is lavender with a suffusion of mulberry, very novel and beautiful. The tall bushes are always in bloom. Root \$7.50.

KEMP'S VIOLET WONDER. Formal Decorative. (Kemp)—Bright royal purple, an unique shade and absolutely new. An impressive flower very large and deep on fine stems. One of the best new Eastern varieties. Root \$5.00.

KING MIDAS. (Peacock) Formal Decorative—A huge one-toned golden yellow flower of great depth. The bush produces six or seven perfect blooms at one time. We won first prize for the best dahlia of Eastern origination at the Palace Hotel Show with a bloom of King Midas. A dahlia we can recommend highly. Root \$7.50.

- **KING TUT.** Formal Decorative—One of our most popular originations. A large blossom of rich, dark, velvety, glowing, crimson burgundy, of fine formation and with closed centers throughout the season. One of the most admired dahlias in our garden. Indispensable for the darker tones that add richness to a combination of dahlias, especially the autumn shades. The large, fine blossoms of great substance are held high above strong, medium tall bushes on extra long stiff stems. We have received many splendid reports of this lovely dahlia. This year we used this dahlia very effectively for a dark background in our Exhibition. Root \$1.50.



Exquisite "Marian Broomall."
The best pink semi-cactus. Fine to use for
decorations.

- **LAVENDULA.** Formal Decorative—A true, pure lavender bloom of immense size, without any other color. Very, very beautiful, and most attractive either in the garden or as a cut flower. The stems are absolutely stiff and perfect, and the bush is tall and very ornamental. We have grown Lavendula for several years, and like it more each season. Root \$2.00.

LUCILE LATTA. Informal Decorative. Without doubt the largest pink dahlia we have ever grown. The flowers are huge, sometimes measuring well over a foot across without forcing. The color is deepest pink, shading to white at the tips. The bushes are tall and vigorous, and the stems are perfect until the flower attains its greatest size, when the wind causes them to bend slightly. This is no real fault, as the flowers are so large. Root \$5.00.

- **MABEL GOODACRE.** Formal Decorative—"One of the best Dahlias I ever originated," says Goodacre. Certificate of Merit at Storrs, 1926. A large beautifully formed flower of an even shade of mauve, darker earlier in season and when first opening out. It is medium in height, a profuse bloomer, and a splendid keeper. Root \$2.50.

General List of Dahlias — Novelties and Standards

- **MARIAN BROOMALL.** (Novelty Broomall-Success.) This beautiful straight Cactus is an exquisite pure pink on the outer petals shading to white in the center, and has an extra large, beautiful flower, which is held erect with long, stiff stems—a very lovely dahlia. Marian Broomall is one of our favorites, and always attracts much attention. Root \$1.50.



"Sagamore" A deep rich gold decorative. Description on page 21

- **MARIPOSA.** There has never been a greater favorite than this delightful shaggy pink Semi-Cactus. The beautiful pink coloring is intensified by a violet suffusion, which deepens at the center. This immense perfectly formed blossom has depth as well as diameter, and stands absolutely erect on a firm, stiff stem which rises at least three feet out of the foliage. Root \$1.00
- **MARJORIE HENNESSEY.** Formal Decorative—(One of our 1927 beautiful introductions.) An exceptionally lovely dahlia with every good quality. The blooms are large, of the most perfect formation, and are carried on extra long, stiff stems, high above a handsome bush. The color is attractive—amber, heavily suffused rose, lightening toward the center to a true amber. The tips of the unfolded petals are of a deep rose pink, producing a beautiful effect. We have had some splendid reports on this Dahlia from many parts of the country, and also from England, where this refined type of dahlia is very much admired. Root \$2.00.

- MARMION.** Informal Decorative—(Novelty of M. G. Tyler's) Truly among the very largest in our garden. Most flowers are dwarfed when placed near it. The color is pure golden yellow, with bronze suffusion on reverse of petals and a deeper bronzy tone on the high center, and outlining each petal. The stems are good, and hold the immense blooms gracefully above the sturdy plant. Marmion is an excellent variety for the "Largest Dahlia in Show" competition and has again won many prizes this year throughout the country and given much pleasure to all who grew it. Marmion is another dahlia that everyone buys. We have quite a time growing enough of it to supply the steady demand. Root \$1.00.

- **MAUDE JOHNSON.** Informal Decorative—(1928 Introduction originated by Martin Johnson.) A beautiful decorative with a combination of coloring absolutely unique—a pinkish violet shading to white, flushed with lavender. The base of all the petals is gold giving the effect of a gold center. Each petal has a wee tip of gold and is long and curling. Early flowers are very, very large and borne on stiff stems. Bushes grow fairly tall and produce plentifully of blossoms that are held out of the bushes on long stems. Centers remain closed until late season. Root \$1.00.
- **MAY TROWER.** Informal Decorative—(One of our finest 1928 Introductions.) A dahlia we are justly proud of, as it is one of the very finest we have ever originated, and the most admired variety of its coloring in our entire display garden. A huge, deep, most artistic flower, ranging in color from palest gold to a deep golden apricot. Occasionally the flowers will be regularly tipped white, presenting a very novel appearance. Hardly any two blooms are the same. The stems are long, stiff, and rigid and hold the blossoms proudly erect in spite of the size. May Trower is an excellent garden, exhibition and cut flower, being unusual in formation with great depth and substance and a rich, beautiful blending of colors. We have fine reports of this dahlia, winning many prizes throughout the country. Root \$3.50.

General List of Dahlias — Novelties and Standards

MEPHISTOPHELES. Formal Decorative—Ruby-red, showing small golden yellow points at the end of some petals, thereby enhancing its beauty. This large Dahlia is held erect on a long, unusually stout stem. Very highly recommended, at it is different. Root \$1.00.

MINERVA ASHTON. Informal Decorative—One of those striking fancy dahlias, in this case being pale gold, splashed and striped with rich red. Occasionally a blossom will come all red and again almost all yellow but as a rule they are well mixed. The stems are perfect and the bushes quite tall. Root \$2.00.

MINNIE EASTMAN. (Eastman)—Semi-Cactus, a beautiful red and gold flower up to 10 inches in size and on 3 foot (or more) stems, stiff as canes. A most prolific bloomer and holds its size all the season. Very striking in the garden and fine for Exhibition. Root \$5.00.



Our superb "Mrs. Alfred B. Seal"
The most beautiful pure old rose dahlia to date.

◦ **MISCHIEF.** (Bessie Boston) Formal Decorative—A dahlia that is very well named as it never blooms exactly the same twice. The flowers range from a velvety, deep rich crimson to almost white, and of possible variations between. It has a special habit of coming with a white center, surrounded by red petals. Very novel and beautiful. Root \$1.50.

◦ **MISS CALIFORNIA.** Formal Decorative—A large perfectly formed, and very beautiful blossom of the new shade of Oriental Fuschia. The plant is tall and hardy, the stems perfect and exceptionally long so the large blooms are held proudly erect and look one squarely in the face. An excellent flower for exhibition, cutting or garden effect. Root \$1.00.

MISS LONGVIEW. Formal Decorative—(Novelty of M. G. Tyler's) A magnificent dahlia of immense size, that is a great improvement over Marmion. The huge blooms are perfectly formed, of a most attractive shade of gold, shading to amber, and are held absolutely erect on very fine stems. Miss Longview will undoubtedly be a very popular variety, as it has every good point, and grows easily. Root \$7.50.

General List of Dahlias — Novelties and Standards

◦ **MRS. ALFRED B. SEAL.** Huge Informal Decorative. It is always a pleasure to originate and introduce new and worth while dahlias. We all like to hear of new things, especially if they are an improvement over the ones we already have, and this applies to dahlias as well as everything else. Occasionally, we seem to have the luck to produce something exceptionally fine. This is exactly the case with Mrs. Alfred B. Seal, undoubtedly the largest and finest pure, rich, glowing old rose dahlia ever produced—nothing we have ever seen can even remotely approach it. Such an unusual coloring—the softest, richest shade of absolutely pure, glowing, old rose imaginable, without a trace of any other color. The flowers are huge, measuring with Siskiyou and of great depth and substance, and are held proudly erect above a fine tall handsome bush. Mrs. Alfred B. Seal has been a steady prize winner ever since receiving the Achievement Medal, offered by Doubleday, Doran & Co., Palace Hotel, San Francisco, 1928, for the Best new dahlia originated west of the Rocky Mountains, and offered to the public for the first time. This award alone speaks volumes. In 1930, Mrs. Alfred B. Seal won prizes in all parts of the country, many saying it is the best California dahlia to date. Root \$10.00.

MRS. I DE VER WARNER. Formal Decorative—This exquisitely beautiful blossom of soft orchid, or rich rosy mauve, is one of the most admired in our gardens and the best of the Marean dahlias that we have grown. This extra large refined, lovely flower with its long stiff stem, is a prolific bloomer and one of the very best for cut flowers as well as exhibition purposes. Root 75c.

NATURE'S JEWEL. (Beatrice) Semi-Cactus—A lovely variety we have always liked. The large blooms are white, splashed and suffused with a beautiful shade of deep rosy pink, giving an effect of beautiful shades of silk ribbons. Nature's Jewel is a very free bloomer. The strong bushes always being covered with large beautiful flowers. Root \$2.00.

NEW GLORY. (Trostre) Semi-Cactus—One of the most striking dahlias in our entire garden this past season. The tall bush is always covered with many large perfectly formed flowers of darkest red, boldly tipped white. The petals have a charming quilled effect near the point. The stems are perfect, long and strong and hold the flower perfectly. Root \$3.00.

◦ **NOVA.** Formal Decorative—(1930 Introduction of Ballay Dahlia Gardens.) This new dahlia is a bright true old rose decorative of large size and perfect formation. It is a most useful and effective cut flower and hard to beat for garden purposes. Long strong stems hold the flowers upright on rather tall bushes. Every plant produces quantities of perfectly formed flowers until frost with only ordinary dis-budding. The bloom is oval rather than flat and presents a clean crisp appearance through all kinds of weather. A new 1930 introduction that we are glad to recommend. Root \$7.50.

◦ **OLIVE REED.** Formal Decorative—Another of our originations that we can recommend most highly. This remarkable dahlia of mammoth size, is of a clear and pure shade of yellow, and has held the attention of visitors to our garden, who declared that although they did not generally care for yellow dahlias, this one appealed to them. We have had fine reports from this dahlia that it has created a sensation in many gardens. The massive blooms of great substance, are held erect high above a vigorous bush, on strong, rigid stems. We have received many letters telling us of how fine this Dahlia is, and were especially pleased with a letter from Australia, that they considered Olive Reed the best pure yellow dahlia they had ever seen. Withdrawn for this season for increase of Stock.

◦ **PARADISE.** A bold, massive Semi-Cactus of decidedly different coloring—creamy old rose suffused with gold, so blended to give it a striking brown tone. This is a free blooming dahlia with extra long stiff stems. Root \$1.00.

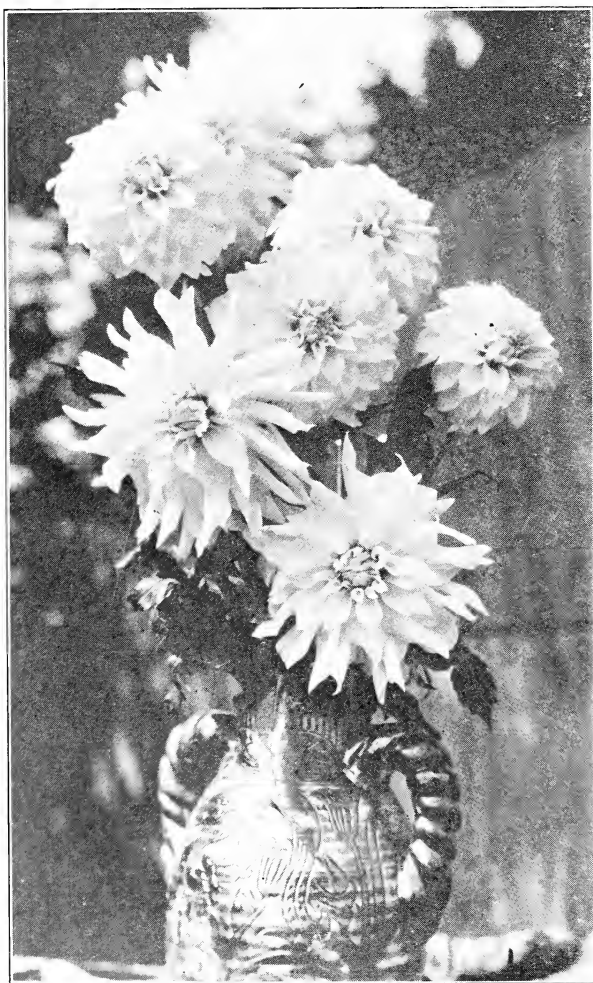
PRIDE OF FORT MORGAN. Formal Decorative—Another fine deep, large, red dahlia that has done very well for us this season. A most sturdy grower, the bushes being much higher than most, and just covered with blooms. Pride of Fort Morgan is lighter than Black Jack, but darker than Pride of California, and of the

General List of Dahlias — Novelties and Standards

climate. The color of this new dahlia is most attractive and has won the admiration of everyone wherever shown. Fine for exhibition purposes. Root \$2.50.

- o **SANTA BARBARA.** Formal Decorative—(1930 Introduction of Frank D. Pelicano & Son). The color is an intense clear pink, with a suggestion of a suffusion of salmon pink. The big flowers are held high above the foliage on stems stiff as canes, and look one squarely in the face. The medium tall bushes are very strong and hardy. Santa Barbara won the Achievement Medal for the best dahlia introduced for the season of 1929-30. Root \$10.00.

- o **SEAL'S CALIFORNIAN.** Formal Decorative—(One of our finest 1929 Originations.) This huge dahlia has a beautiful appearance that is not possessed by any other dahlia we know of—a half transparency, suggestive of the most fragile wax-work, and a most beautiful and artistic buttercup formation. The immense blooms seem more artificial than real. The extremely attractive coloring of Seal's Californian adds to this illusion, producing an effect of imprisoned sunshine fairly radiating from the blooms.



Aren't they beautiful? "Claire Windsor" is the fluffy one and "Salbach's White" the decorative.

In color this very large decorative dahlia is a bright golden yellow at the center, shading lighter towards the outer petals, the tips of which are suffused—very lightly—with a bronze, rosy pink. Certainly a beautiful blending of color. The stems are absolutely perfect, strong, stiff and cane-like and hold the blooms in a very proud and showy manner. Seal's Californian is very large, bold and immensely attractive—a great acquisition to any garden. This dahlia helped to win our President's Cup, being one of the twelve Prize Winning Californians both in 1928 and 1929, also the winning vase of these attractive blooms, which won the Trophy Cup donated by Western Horticulture Garden & Homes in 1928, and many other more recent awards, speak of the great popularity of this charming variety. Root \$5.00. (See illustration on cover.)

- o **SHIRLEY OLIVER.**

Formal Decorative—One of our popular originations. A beautiful blossom of immense size of a lovely light rose pink, with yellow at base of the long petals. This fine flower is held proudly erect on exceedingly long, straight stiff stems. We have received many good reports of this dahlia from the East. Root \$1.00.

General List of Dahlias — Novelties and Standards



"Frank Pelicano, Jr." Very stately and beautiful

SOUTHPORT PRIDE. (Novelty of Sarah Wakeman Wood's.) This lovely formal decorative is a primrose yellow, tipped lavender. The large flowers are held erect on the best of stems above fine bushes which produce these glorious blooms from early to late throughout the season. This variety has won two certificates of merit from the trial gardens and many first prizes at New York and other Eastern Shows. Root \$1.00

o **TEHACHEPI.** (Semi-Cactus.) An extremely large and showy variety which stands out in any garden—large flowers of bright canary yellow, held absolutely erect on long very strong stems. An exceptional free bloomer, but the flowers maintain their size throughout the entire season. The shape is quite like Gladys Sherwood. A fine yellow dahlia. Root \$1.00.

THE BANDIT Semi-Cactus. (Reed)—Very attractive flower of spectrum red, reverse buff yellow. Petals curl most attractively showing both colors. A spectacular combination. Blooms good size, erect, on long, wiry stems. Root \$1.50.

o **SILVERADO.** Incurved Cactus — (One of our 1927 Introductions.) Our Napa farm is located in the heart of the Silverado country, immortalized by Robert Louis Stevenson. Naturally it has been our ambition to originate a dahlia worthy of this name and so take great pleasure in introducing our Silverado, without doubt the largest dahlia of its class ever produced. The immense blooms are of white, gradually shading toward the center to a delicate silvery lavender. The stems are extra long and strong, and the tall well branched bushes are always covered with these huge, feathery blooms. We have had splendid reports of this dahlia from different parts of the country. Root \$2.00.

o **SISKIYOU.** (Semi-Cactus of Broomall-Success.) A truly sensational dahlia that grows in immense size without any effort whatsoever. One of our customers calls it her "prize fighter" as it invariably wins first prize whenever shown in the "largest dahlia" class. We have grown Siskiyou to thirteen inches in diameter. The stems are stiff as rods, and the flower is a very attractive pink, with a suggestion of mauve. It is always difficult to supply the demand. Root \$1.50.

General List of Dahlias — Novelties and Standards



"Yankee King"

Very proud and handsome.

bushes. Centers remain closed all season, and the blossoms keep well when cut. Root \$2.00.

TREASURE ISLAND. Formal Decorative (Maytrott)—A beautiful, apricot with gold and rose suffusions. Easily grown 10 inches or more, 5 inches deep and stems may be cut 5 feet long. Strong grower. Root \$5.00.

WANDELL BEAUTY. (Corbett) Formal Decorative—As its name suggests, it is a very beautiful variety, a pure light pink, especially fine for cutting. Root \$1.00.

YANKEE KING. Formal Decorative—(1927 Novelty of Sarah Wakeman Wood's.) It is hard to accurately describe the coloring of this dahlia which has won so many prizes at the New York Shows, which is a recommendation in itself. It is a bloom of deep autumn tints with some rose on the reverse of the petals, or, as one admirer described it, intense flame with rose reverse. The blossoms are very large and held erect on a tall vigorous bush by extra long fine stems. Yankee King was one of the eleven varieties that scored at Storrs for the A. D. S. Field Day 1928. This was also one of the outstanding dahlias in our garden this past season. Root \$3.50.

YANKEE QUEEN. (Wood) Formal Decorative—A very beautiful variety. large flowers are almost white in the center shading to a most beautiful pink toward the outer edges. The bush is strong, and vigorous. A fine new origination. Root \$7.50.

○ **ZANTE.** A Semi-Cactus of Bessie Boston's with every good feature. A large, perfect bloom of gold, heavily suffused with pink, with a deeper shading toward the center. Flowers are perfect the entire season, and never show an open center. The stems are extra long and stiff and held the blooms proudly erect. This is one of our favorites in the garden, and we can highly recommend it for all purposes. Root \$1.00.

Pompon Dahlias

Pompons are the gems of the dahlia family, producing very small, compact flowers like diminutive Show dahlias; they are invaluable for cut flowers owing to their good keeping qualities.

Our Pompons have won many First Prizes for our customers throughout the Country.

◦ **AIMEE.** Tiny bronze flowers with long stems. 50c.

BANTAM. A fine small perfect red variety with excellent long stems. Root 50c.

◦ **DIMPLES.** (Our 1928 Introduction.) A beautiful blossom of golden apricot color, having a dark brown center. Fine for exhibiting and cutting, having long stiff stems. 75c.

◦ **DIXIE.** (Our 1928 Introduction.) A small dark red blossom of perfect formation for exhibiting, and excellent for cutting, having long stiff stems. 75c.

◦ **DONALD GORDON.** (New.) Charming color of burnt orange—small and compact with fine long stems. 75c.

◦ **ELIZABETH.** Golden yellow edged with brownish red; long stems. 50c.

◦ **GOLDILOCKS.** (Our 1928 Introduction.) A beautiful bloom of pure gold. Of perfect formation for exhibiting with fine long stiff stems for cutting. 75c.

◦ **GENE.** New—light gold with brown eyed center. Fine cut flower. 50c.

GIRLIE. Lilac pink. Very popular. Excellent for cutting. 50c.

GLOW. Pure old rose—perfect form. One of the most popular. 50c.

◦ **HAZEL.** New. A buff deepening to brown. Small, fine form. 75c.

◦ **HELEN ANITA.** New—Lavender pink with a decided lighter “eye” in the center. A fine new variety that gives life to a pink bouquet. Excellent for cutting. Root 75c.

◦ **HOTTENTOT.** A Decidedly new departure—a quilled pompon—very bright and attractive. The color is a fine red with just a suggestion of orange as the flower opens. We originated this variety three years ago and since that time it has always created a great amount of interest. Root \$1.00.

◦ **JOE FETTE.** An exceedingly fine white for all purposes. 50c.

JOHNNY. Very dark red; one of the smallest and most perfect. 50c.

LILIAS OR LILAC. One of the loveliest pompons. Cream ground heavily suffused with pink with a lilac sheen. Very beautiful. 50c.

LITTLE BEESWING. Golden yellow, tipped cherry; small; fine form. Great favorite. 50c.

◦ **LITTLE DAVID.** (New)—The deepest shade of orange. Small, perfectly shaped, free blooming, and one of the best for cutting and exhibiting. 50c.

MARS. A good red pompon, bright and attractive. Root 50c.

MIKE. Fine Brilliant orange—one of the best. Root 50c.

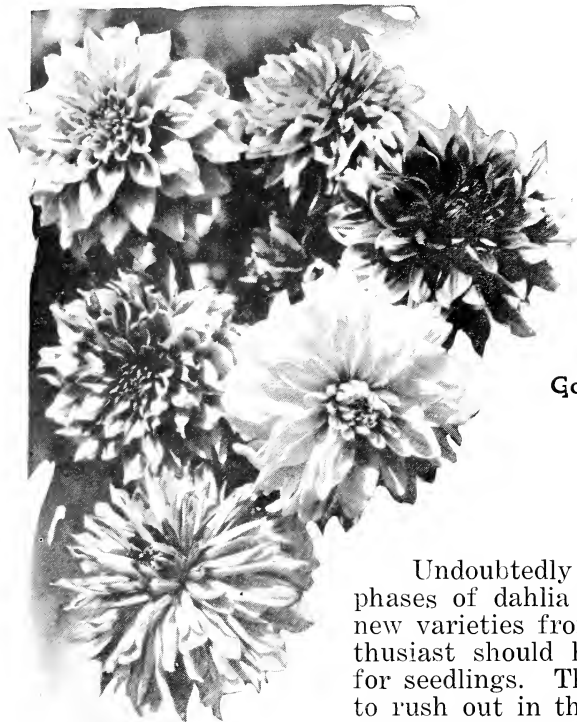
REGULUS. (Little Dorritt)—Beautiful cerise purple, small, perfect formation. 50c.

ROSEA. Charming variety of a bluish lilac. Small and good. 50c.

SUNSET. A delightful orange, one of the most popular. 50c.

◦ **YELLOW GEM.** Creamy yellow, small and fine form. 50c.

If you cannot use this catalog, would you please pass it along to your neighbor?



California Dahlia Seed

Gorgeous Dahlias May Easily
Be Grown the First Year
from Seeds.



Some new seedlings grown first
year from our seeds.

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed, and every dahlia enthusiast should have a small patch reserved for seedlings. There is no greater thrill than to rush out in the early morning to see what new flowers have opened during the night. We are continually receiving enthusiastic letters telling of the gorgeous new dahlias being grown from our seed, and quite frequently much better ones are grown than the customer already has, much to his, or her delight. Our seeds are saved from new varieties only, of large size, and with every good habit. Of course, growing seedlings is a lottery, and while we cannot guarantee you will originate a "world beater" the chances are that you will grow some very, very beautiful large new dahlias, different than any you have ever seen before.

Two of our Seedlings won the 1927 and 1928 Achievement Medal "For the Best Three Year Old Established Seedling West of the Rocky Mountains".

WE OFFER THE FOLLOWING PACKETS.

- | | |
|--|--------|
| 100 seeds from our most famous prize winners. All newest varieties with every good habit. No better seed can be obtained at any price | \$5.00 |
| 100 seeds from famous seed parents—from dahlias that are most generally used for producing new varieties, due to their large size and good stems | \$2.50 |
| 100 seeds from a General Collection. All varieties from which the seed is gathered are large and have good stems | \$1.00 |
| 100 Pompon seeds—limited amount—while they last | \$1.00 |

Full directions for planting enclosed with the seeds.

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◦ **DIXIE.** (Our 1928 Introduction.) A small dark red blossom of perfect formation for exhibiting, and excellent for cutting, having long stiff stems. 75c.

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JOHNNY. Very dark red; one of the smallest and most perfect. 50c.

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MIKE. Fine Brilliant orange—one of the best. Root 50c.

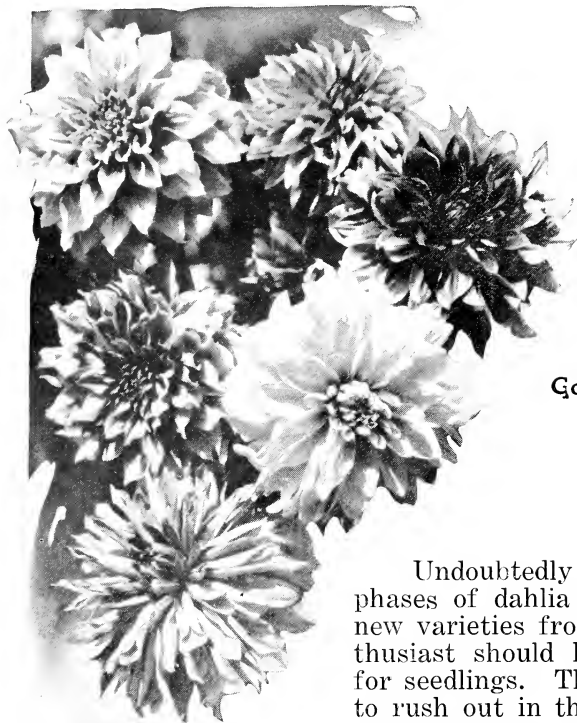
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Be Grown the First Year
from Seeds.**



Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed, and every dahlia enthusiast should have a small patch reserved for seedlings. There is no greater thrill than to rush out in the early morning to see what new flowers have opened during the night. We are continually receiving enthusiastic letters telling of the gorgeous new dahlias being grown from our seed, and quite frequently much better ones are grown than the customer already has, much to his, or her delight. Our seeds are saved from new varieties only, of large size, and with every good habit. Of course, growing seedlings is a lottery, and while we cannot guar-

**Some new seedlings grown first
year from our seeds.**

antee you will originate a "world beater" the chances are that you will grow some very, very beautiful large new dahlias, different than any you have ever seen before.

Two of our Seedlings won the 1927 and 1928 Achievement Medal "For the Best Three Year Old Established Seedling West of the Rocky Mountains".

WE OFFER THE FOLLOWING PACKETS.

- 100 seeds from our most famous prize winners. All newest varieties with every good habit. No better seed can be obtained at any price\$5.00
- 100 seeds from famous seed parents—from dahlias that are most generally used for producing new varieties, due to their large size and good stems\$2.50
- 100 seeds from a General Collection. All varieties from which the seed is gathered are large and have good stems\$1.00
- 100 Pompon seeds—limited amount—while they last\$1.00

Full directions for planting enclosed with the seeds.

SPECIAL DAHLIA COLLECTIONS

Our Special Bargain Collections offer the opportunity of obtaining a choice collection of the finest varieties at reduced prices. We are occasionally overstocked on new and rare dahlias and on the better standards, and our collections are composed of these alone. We offer these collections from \$30.00 to \$10.00 a dozen, all guaranteed to be true to name and to grow, and all varieties to be found in this catalog. We especially recommend our \$15.00 collection, as it is an assortment of wonderful dahlias, in a very wide range of colors.

These collections have proven to be the most popular way for the beginner to start growing dahlias and also for the advanced collector to fill in with many of the newer varieties. We sell hundreds to all parts of the country.

\$30.00 COLLECTIONS

Our \$30.00 collection includes one each of Jullinar (new 1931, \$10.00 per root), Mrs. Alfred B. Seal (new \$10.00 per root), Seals Californian (new \$5.00 per root) Yankee King (\$3.50 per root), and eight other new and very fine varieties, all labeled correctly, and carefully packed and mailed prepaid, by insured parcel post. Here is a chance to secure a most beautiful collection of dahlias at a tremendous saving.

\$15.00 COLLECTIONS

Our \$15.00 Collection includes one each of Hawaiian Nights (new \$7.50 per root), Seals Californian (new \$5.00 per root), May Trower (\$3.50 per root), Hathor (\$2.00 per root), King Tut (\$1.50 per root) and 7 other beautiful varieties. This collection will be a great addition to any garden, as all dahlias included are tested prize winners. This collection is also an extremely good buy, and will be delivered prepaid, by insured Parcel Post, to your door. All varieties are plainly labeled and included in our catalog.

\$10.00 COLLECTIONS

Our \$10.00 Collection is the ideal one for the beginner. It is made up of one each of Yankee King (\$3.50 per root), Hathor (\$2.00 per root), Doris Canney (\$2.50 per root), Bethels Beauty (\$3.50 per root) and eight other fine, strong, very large varieties, all prize winners, and all carefully labeled and packed, and delivered to your home by insured Parcel Post. Any friend interested in gardening would be delighted with this collection for a gift, as it is composed of tested dahlias that will do well in your locality.

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.



The Newsom Dahlia Manuel

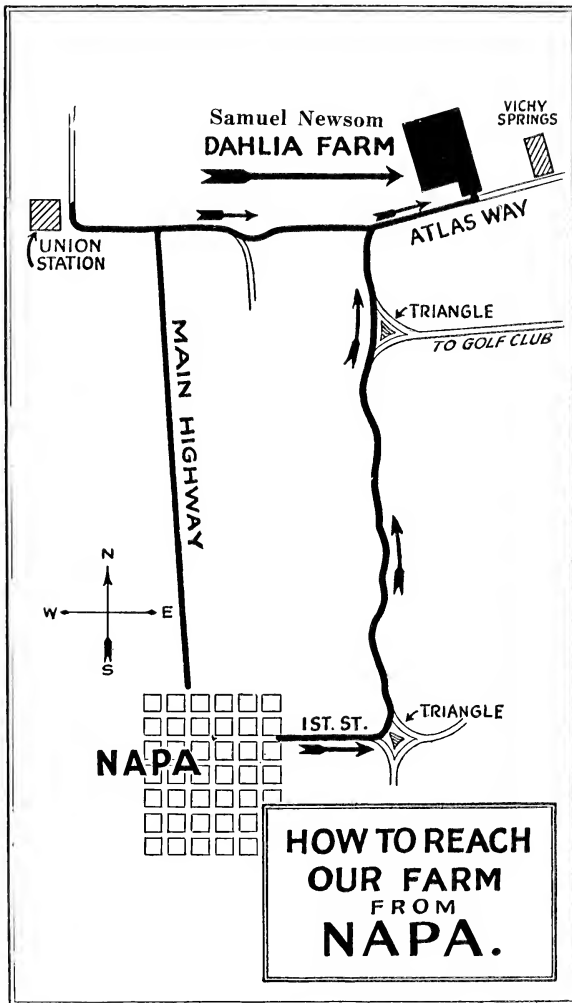
A most thorough, comprehensive, and practical study of the dahlia, covering all points for the successful raising of this beautiful flower. Not a large book, but crammed full of really worth while dahlia information, gleaned from years of practical experience. Worth many times the small amount asked. \$1.00.

Samuel Newsom Dahlia Farm, Napa, California

OUR POLICY

Our business was established and is being built up on the solid foundation of ABSOLUTE HONESTY and SATISFACTION. We guarantee all roots or seeds purchased from us to be exactly as represented, and if you are not entirely satisfied in every way, we will replace them or refund your money.

As a reward for our unflinching fidelity to this policy of honest goods, and fair dealing, we have gained a vast army of satisfied customer-friends all over the country who unhesitatingly recommend us to their friends.



FULL DIRECTIONS—For planting, growing and exhibiting dahlias enclosed with each order.

ORDER EARLY—To prevent disappointment.

TERMS—Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE—All roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested, if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April first.



